

Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

June

National Men's Health Week*

Men's Health Week is celebrated each year as the week leading up to and including Father's Day. The purpose of Men's Health Week is to heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys. This week gives health care providers, public policy makers, the media, and individuals an opportunity to encourage men and boys to seek regular medical advice, to get appropriate health screenings, and to seek early treatment for disease. Recognizing and preventing men's health problems is not just a man's issue. Because of its impact on wives, mothers, daughters, and sisters, men's health is truly a family issue.



Suggested Activities:

- Coordinate with health groups (nonprofits, wellness centers, hospitals, doctors, dentists, chiropractors, etc) to have a men's health information table, or display information in another way. Include the *Live Like Your Life Depends On It* Screening Card for Men and Exam Table, Get Health Screenings, or Be Tobacco Free message cards. Also consider including *Caring for Your Health: A Missouri Men's Handbook* available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #892). [Click here](#) to order. This booklet is available electronically at <http://www.dhss.mo.gov/MensHealth/MENCaringHealthHdbk.pdf>.
- Host a free screening for the community or at a worksite. Screenings that could be offered include blood pressure, cholesterol, blood glucose, PSA (prostate specific antigen) and body mass index (BMI). Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low income populations. [Click here](#) to locate an FQHC in your area. Distribute the *Live Like Your Life Depends On It* campaign brochure, Top Ten Flyer, Be Tobacco Free message card and/or Screening Card for Men at the event. Promote event using the *Live Like Your Life Depends On It* Exam Table 1 or Exam Table 2 posters and/or Get Health Screenings message card, poster, sample newsletter article, print ads, or radio spots.
- Schedule a local nurse, doctor, or health educator to give a lecture on men's health at a local worksite, church, community group, senior center, etc. Distribute the *Live Like Your Life Depends On It* campaign brochure, Top Ten Flyer and/or Screening Card for Men at the event. Promote the event using the *Live Like Your Life Depends On It* Exam Table 1 or

Exam Table 2 posters and/or Get Health Screenings message card, poster, sample newsletter article, print ads, or radio spots. Also consider distributing *Caring for Your Health: A Missouri Men's Handbook* available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #892). [Click here](#) to order. This booklet is available electronically at <http://www.dhss.mo.gov/MensHealth/MENCaringHealthHdbk.pdf>.

- Set up a table, or display of information on men's health at a store, restaurant, pharmacy, barber shop, gym, library, community center, etc. Include the *Live Like Your Life Depends On It* campaign brochure, Screening Card for Men, and/or Exam Table, Get Health Screenings, or Be Tobacco Free message cards.
- Solicit local churches and other faith-based organizations to promote men's health on Father's Day by including information in their flyers/newsletters. They could also distribute the *Live Like Your Life Depends On It* Screening Card for Men or Hours of TV message card.

To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Men's Health Week	For more information on Men's Health
Men's Health Network 236 Massachusetts Avenue NE, Suite 301 P.O. Box 75972 Washington, DC 20013 (888) MEN-2-MEN (636-2636) Men's Healthline (202) 543-MHN-1 (543-6461) x101 (202) 543-2727 Fax www.menshealthweek.org	Office on Women's Health Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-526-0445 573-522-3023 Fax www.dhss.mo.gov/MensHealth

Health observance was obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.

* The exact date for National Men's Health Week can be found at <http://www.healthfinder.gov/nho/>.